

A.I.A. FILE NO. 7-B-21

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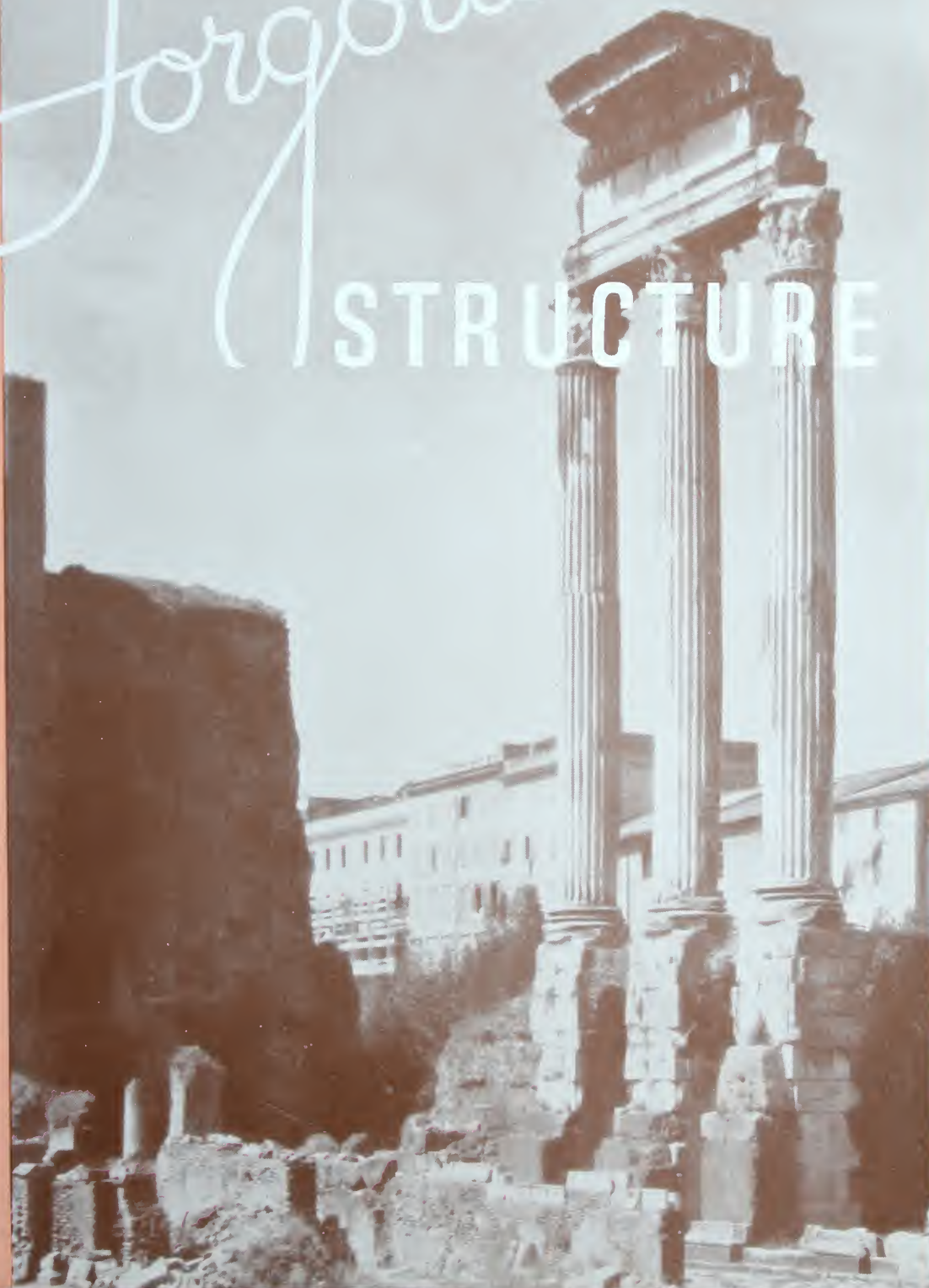
JAN 21 1935

CEMENTHIDE WATERPROOFING SYSTEM

THE

Forgotten

STRUCTURE



CEMENTHIDE WATERPROOFING SYSTEM

A.I.A. FILE NO. 7-B-21

THE HIGH COST of STRUCTURAL FAILURE
is the price which must eventually be



"Surface Protection is Vital to Maintenance of Structural Soundness"

Cementhide W

RESTORATION

be paid by the owner of a

FORGOTTEN STRUCTURE

Erosion and disintegration frequently follow in the wake of neglect in properly protecting the surfaces of Cement, Concrete, Stucco and certain types of Brick structures.

Even before a forgotten structure becomes unsightly, damaging forces may be at work below the surface. Invisible defects, as well as obvious deterioration, require extensive repairs. Proper surface protection BEFORE such deterioration starts is the only insurance against unnecessary expense.

If neglected until restoration of structural soundness becomes necessary, the required repairs are often difficult to make, and always expensive. Unless such repairs are properly executed by experts, they become a source of recurring trouble and expense.

SAVE THE SURFACE WITH CEMENTHIDE and you will be abundantly repaid in two ways—

You will enjoy the benefits of **enduring good appearance**, and
avoid the probable **expense of major repairs**.

PITTSBURGH PLATE GLASS COMPANY



WATERPROOFING SYSTEM

Cementhide Provides Beauty and L



Lasting Protection for Stucco Homes

STUCCO
STRUCTURES

COMMERCIAL & INDUSTRIAL
STRUCTURES - BRIDGES - ABUTMENTS

CONCRETE
STORAGE BINS

CHIMNEYS

TESTIMONIALS

CEMENTHIDE WATERPROOFING SYSTEM



Cementhide for Reduced Maintenance

on COMMERCIAL and INDUSTRIAL STRUCTURES



Before inspection, the above corner column appeared sound. Expert inspection, however, revealed extensive disintegration, as illustrated in the course of being cut out during process of restoration.



e Cost . . . plus Good Appearance

RES . . . BRIDGES and BRIDGE ABUTMENTS

(All structures illustrated below . . . except the bridge . . . have been treated with the Cementhide Waterproofing System)



COMMERCIAL & INDUSTRIAL
STRUCTURES - BRIDGES - ABUTMENTS

CONCRETE
STORAGE BINS

CHIMNEYS

TESTIMONIALS

CEMENTHIDE WATERPROOFING SYSTEM

Avoid High Restoration Costs with t



A comprehensive survey of owners of reinforced concrete bins for cement, coal, etc., very clearly indicates employing an effective exterior waterproofing is an excessively high, long range maintenance

Based on actual field experience, Pittsburgh Cement Co. offers the Cementide Waterproofing as the best answer to this problem.



The above photo illustrates disintegration at reinforcing rods in the absence of effective waterproofing.



h the *Cementhide* Waterproofing System

survey of the experiences of
bins for the storage of grain,
indicates the economic need of
waterproofing system to avoid
maintenance costs.

the Pittsburgh Plate Glass Com-
waterproofing System as a satisfac-



The use of Cementhide on the above elevator dates back to June, 1926. After eight years of service and comparative tests with numerous other waterproofing methods, the owners state that their experience proves that Cementhide is standing up better than anything they have ever used, and they are thoroughly satisfied.



A comparative test of several waterproofing systems was conducted on the above elevator. After one year, Cementhide weathered the exposure in perfect condition from all standpoints of durability and appearance. The bin finished with the Cementhide Waterproofing System is indicated by an arrow in the above untouched photograph, in which the above mentioned results are obvious.

CEMENTHIDE WATERPROOFING SYSTEM
CONCRETE
STORAGE BINS

CHIMNEYS

TESTIMONIALS

Defective Concrete Chimneys . . .

SAVE THEM with the



At Right: A close-up of early stages of disintegration in the absence of effective waterproofing.

a Hazard to Life and Property!

Cementhide WATERPROOFING SYSTEM



At Left: A close-up of advanced disintegration.

CEMENTHIDE WATERPROOFING SYSTEM

CHIMNEYS

TESTIMONIALS

Cementhide Users Endorse This ENDURING PROTECTION and

Experts in Restoration of Concrete Structures
CONTINENTAL CHIMNEY COMPANY, Inc.
DESIGNERS AND BUILDERS
RADIAL BRICK - COMMON BRICK - CONCRETE CHIMNEYS
HIGH TEMPERATURE, ACID-PROOF MASONRY
127 North Dearborn Street, Chicago, Illinois

CHICAGO
CLEVELAND
DETROIT

March 6, 1934

Pittsburgh Plate Glass Company
2200 Grant Building
Pittsburgh, Pennsylvania

Gentlemen:

Replying to yours of the 2nd regarding the Cementhide Waterproofing System, we feel free to compliment you on the results we have been able to accomplish with Cementhide materials. Our men find it easy to work and our check sheets show that we are able to secure a comparatively high spread rate per gallon.

Might also add that we are able to produce an exceptionally good looking job with a two-coat application, which over repaired surfaces is particularly free of spotting and fading.

As specialists in the field of repairing and waterproofing concrete structures of all types, we are pleased to recommend and use the Cementhide Waterproofing System materials.

Yours very truly,
CONTINENTAL CHIMNEY CO., INC.

By

C. A. Jensen

At Left: Experts in the specialized field of restoration and waterproofing recommend and use Cementhide!

"YOUR BOSOM FRIEND"



Kansas City, Mo.

April 28, 1933.

Pittsburgh Plate Glass Co.,
5th & Wyandotte,
City.
Mr. Lerem:-

Referring to the paint job on our stucco building which you did about eight years ago using your Cementhide. We are glad to say it still holds good and looks remarkably well, in fact, we think it is O.K. for some time to come.

Yours truly,

H. H. Hyslop

At Right: After eight years, Cementhide still holds good and looks remarkably well!

Economical Method of Providing MAINTAINING GOOD APPEARANCE

THE FLOUR WITH A FLAVOR



THE
SOUTHWESTERN MILLING CO., INC.

KANSAS CITY,
U.S.A.

BRANCH OFFICES

CHICAGO, ILL. ST. LOUIS, MO. PITTSBURGH, PA. BOSTON, MASS.
CLEVELAND, OHIO. MEMPHIS, TENN. DEPERE, WIS.

ADDRESS ALL COMMUNICATIONS TO THE COMPANY



PIDMURRY WHEAT FLOUR

November 8, 1928

Mr. F. Dugan, Local Mgr.,
Pittsburgh Plate Glass Co.,
Fifth and Wyandotte St.,
Kansas City, Mo.

Dear Sir:-

At the request of your Mr. Gray we are informing you of our experience with Cementhide. After making about a dozen sample tests with various kinds of concrete paint on our concrete storage bins, Cementhide was the only paint that did not crack or chalk to date, which is about two and one-half years.

Upon the results of this test we used fourteen barrels of the said paint on our concrete tanks last June. From the present appearance of this paint job, we think that we used the best concrete paint on the market. We are glad to accept this opportunity to recommend your concrete paint to any one who wants only the best.

Yours very truly,

R. L. Cowart
Mkt. Dept.

BREAD IS THE BEST AND CHEAPEST FOOD

Above: Cementhide stands the test of time - note dates mentioned in above two letters.

THE FLOUR WITH A FLAVOR



THE
SOUTHWESTERN MILLING CO., INC.

KANSAS CITY,
U.S.A.

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CLEVELAND, OHIO. MEMPHIS, TENN. DEPERE, WIS.

ADDRESS ALL COMMUNICATIONS TO THE COMPANY



PIDMURRY WHEAT FLOUR

April 28th, 1933

Mr. J.C. Lerem, Mgr., Paint Dept.,
Pittsburgh Plate Glass Co.,
Kansas City, Mo.

Dear Sir:

Answering your inquiry about the service of your Cementhide with which we painted our concrete storage tanks during the Summer of 1928, we wish to say that it has proven out satisfactory. The coating is still in good condition, and from our past experience it is standing up better than anything we have ever used.

We highly recommend this product. We are

Yours very truly,

THE SOUTHWESTERN MILLING DIVISION
of Standard Milling Company.

R. L. Cowart
General Superintendent

Telephone 2-1634

R. L. COWART
Contracting Painter

Contract Painter

430 S. W. 13th Ave. • Miami, Florida

Knight Hardware & Paint Co.,
1528 S. W. 8th Street,
Miami, Florida.

June 20th, 1934.

RE: CEMENTHIDE WATERPROOFING SYSTEM.

As you know, it has always been my policy in the building and developing of my business to use only the very best of materials. This is one of the reasons why I am now using the Cementhide Waterproofing System.

You are also aware of the very severe test that any waterproofing is put to in this City, due to our tropical climate, the almost exclusive use of Spanish type architecture and the extremely rough textured stucco surfaces.

My entire life has been devoted to the paint business. I began this trade with my father, who was also in the paint business, when I was only 14 years of age. I have observed and tested many types of waterproofing in this very difficult field, and I can say without the least hesitation, and in all sincerity, that I do not believe there is a material available that is superior to the Cementhide System, manufactured by the Pittsburgh Plate Glass Co. It has unusually good spreading rate and hiding power, adheres perfectly, and resists the ravages of our tropical sun and rains with less fading and discoloration than any other material I have observed. I am glad of the opportunity to recommend it as the best system available for waterproofing cement stucco surfaces in this territory.

Yours very truly,

R. L. Cowart
R. L. Cowart.

RLC:JB

At Left: Read what a prominent contractor has to say of Cementhide resisting the ravages of tropical sun and rains.

CEMENTHIDE WATERPROOFING SYSTEM

TESTIMONIALS

A DAY OF RECKONING ARRIVES!

A prominent Mid-Western Architect & Engineer* has established the very thoughtful practise of presenting his clients with a manual entitled "Recommendations to our Clients for the Care of their Buildings".

From the preface of that manual we quote as follows:

"Having served you as your Architects and Engineers, we are thoroughly familiar with all parts of your buildings, both interior and exterior.

In order to REDUCE DETERIORATION as much as possible, buildings MUST BE CARED FOR INTELLIGENTLY.

If upkeep is neglected, A DAY OF RECKONING ARRIVES, when a considerable amount of money must be spent in order to place the building in usable condition!

In order that THIS MAY NOT BE NECESSARY, we are making the following recommendations in the order of their importance, to our clients."

That this Architect & Engineer justly merits the everlasting thanks of those whom he has served so well, no one will deny.

All structures have certain inherent weaknesses in their resistance to exposure, wear and tear. Some of those weaknesses are peculiar to certain types of construction, while others are peculiar to individual structures. Since that is true, it becomes all the more important that intelligent care be exercised in their upkeep if there is to be any real hope of retarding deterioration.

It is strange, but nevertheless true, that we at once become highly conscious of frequent repair costs in connection with those things which are comparatively short-lived, while on the

other hand we remain passive to the staggering cumulative cost of maintaining capitalized structures. Since the normal expectancy of an average structure may be estimated as fifty years, perhaps it is the greater elapse of time which obstructs our perspective in visualizing that ultimate cost.

With all factors in proper focus, it is quite certain that structural upkeep will receive serious consideration and vigorous action.

For long range maintenance of Cement, Concrete and Stucco structures, as well as certain types of brick buildings, the Cementhide Waterproofing System will prove an invaluable aid in reducing ultimate costs, as well as in maintaining good appearance.

* Merritt Harrison, A. I. A.
Architect & Engineer,
Indianapolis



The Cementithide system is designed to protect masonry surfaces from water, and from waterpenetration problems and water damage.

Preparation of Surfaces: Before proceeding with the application of the Cementithide system, it is necessary that the surfaces be prepared. All defective masonry, cracked, chipped, flaking, or weathered, must be removed and replaced with new masonry.

After being checked and repaired, surfaces should be cleaned by sand blasting or shot blasting, with use of vacuum, wire brush, or sandblasting.

Directions

Use Cementithide thoroughly clean, dry, and free of oil. Apply Cementithide in a uniform coat.

Priming Coat: For new or old work, in new and "Old Work" (existing) masonry, apply Cementithide Primer (available in white, tan, or brown) by brush or roller. (The Primer is applied in a coat of 1/4 inch of the material.) Test the Primer to approximate degree of bonding that will be achieved.

Finishing Coat: Apply Cementithide of color selected (white or tan or brown) by brush or roller. (The Finishing Coat is applied in a coat of 1/4 inch of the material.) The Finishing Coat should be applied in a coat of 1/4 inch of the material. The Finishing Coat should be applied in a coat of 1/4 inch of the material.

Over old oil paint which is still in good condition, the Finishing Coat should be applied in a coat of 1/4 inch of the material.

Because of the wide variety of surface textures encountered, it is highly recommended that a test be made before applying the system to a large area. The system is applied in a coat of 1/4 inch of the material. The system is applied in a coat of 1/4 inch of the material. The system is applied in a coat of 1/4 inch of the material.

Cementithide

WATERPROOFING SYSTEM

CEMENTHIDE
is available
in **WHITE** and
9 modern colors

Cementhide

WATERPROOFING SYSTEM MATERIALS

available at the following

70 CENTRALLY LOCATED DISTRIBUTING WAREHOUSES

of the

PITTSBURGH PLATE GLASS COMPANY
and its Authorized Dealers



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Export Office — Paint & Varnish Division — P. O. Box 168 — Newark, N. J., U. S. A.

A N A T I O N - W I D E S E R V I C E

